

Message Text

UNCLASSIFIED

PAGE 01 MELBOU 01105 170030Z

66

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 034884

R 160629Z SEP 74

FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO SECSTATE WASHDC 2345

AMEMBASSY CANBERRA

AMEMBASSY WELLINGTON

AMCONSUL SYDNEY

AMCONSUL AUCKLAND

AMCONSUL BRISBANE BY MAIL

AMCONSUL PERTH BY MAIL

UNCLAS MELBOURNE 1105

FROM CAMPAIGN MANAGER, ROBERT A. BROWN, CCP AGRICULTURAL
EQUIPMENT, AMCONSUL, MELBOURNE (VICE FORMER CAMPAIGN
MANAGER, BRENNE BACHMANN, AMCONSUL, SYDNEY)

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJECT: CCP PROJECT: AGRICULTURAL EQUIPMENT

REF: STATE 196140

1. NEW CAMPAIGN MANAGER FAVORS AGRICULTURAL EQUIPMENT
CATALOG SHOW; HOWEVER, STRONGLY FEELS THAT SHOW'S POTENTIAL
ENHANCED BY PARTICIPATING IN VARIOUS MAJOR AUSTRALIAN
AGRICULTURAL SHOWS RATHER THAN MOUNTING SHOW IN INNER-CITY
LOCATIONS, SUCH AS SYDNEY TRADE CENTER. PROPOSE THAT CATALOG
SHOW BE ORGANIZED TO INCLUDE NOT ONLY CATALOGS, BUT FILMS AND
SLIDES ON THE END USE OF THE PRODUCT, AS WELL AS ANY OTHER
AUDIO-VISUAL TECHNIQUES DEVELOPED BY SPECIFIC MANUFACTURERS
TO PROMOTE PRODUCT.

2. IN ORDER TO EXHIBIT AT ALL MAJOR AUSTRALIAN AGRICULTURAL
MEETINGS, SUGGEST THAT CATALOG SHOW BE ORGANIZED IN
SUCH A WAY AS TO BE CONSTRUCTED WITHIN A SEMI TRAILER
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MELBOU 01105 170030Z

WHICH, WHEN ONCE SET UP, COULD BE MOVED FROM LOCATION

TO LOCATION. IN THIS WAY AN AUDIENCE OF SOME FOUR MILLION PEOPLE ATTENDING THESE AGRICULTURAL SHOWS CAN BE REACHED.

3. THE 1975 DATES, IN CHRONOLOGICAL ORDER, OF THE MAJOR AUSTRALIAN AGRICULTURAL SHOWS (SPECIFIC DATES NOT YET AVAILABLE) WHICH WE WOULD HOPE TO ATTEND ARE:
A) BRISBANE ROYAL AGRICULTURAL EXHIBITION-SECOND WEEK IN AUGUST FOR ELEVEN DAYS.
B) ADELAIDE ROYAL AGRICULTURAL SHOW-LAST WEEK IN AUGUST AND FIRST WEEK IN SEPTEMBER.
C) ROYAL MELBOURNE SHOW-LAST WEEK IN SEPTEMBER.
D) LAUNCESTON AGRICULTURAL SHOW-SECOND WEEK IN OCTOBER.
E) ROYAL HOBART SHOW-FOURTH WEEK IN OCTOBER.
F) ORANGE FIELD DAYS (NEW SOUTH WALES)-SECOND WEEK IN NOVEMBER.

4. EQUIPPING A SEMI TRAILER WILL OBVIATE THE NECESSITY OF:
A) REPEATED SET-UP AND TEAR DOWN OF THE SHOW IN THE VARIOUS CITIES: IN OTHER WORDS, A ONE TIME COST, AS AGAINST MULTIPLE COSTS.
B) REPEATED RENTING OF PARTITIONS, ETC. FOR EACH SHOW.
C) HIGHER TRANSPORTATION COSTS BETWEEN CITIES SINCE MOVEMENT CAN BE ACCOMPLISHED EITHER BY DRIVING VEHICLE OR USING PIGGY-BACK RAILROAD.
D) HIGH RENTAL COSTS SINCE SPACE CHARGES FOR PARKING TRAILER WOULD BE MINIMAL, OR PERHAPS NON-EXISTENT.

5. WOULD HOPE TO NEGOTIATE COSTS OF SEMI TRAILER OR PRIME MOVER TO PROVIDE MINIMUM CHARGES.

6. ABOVE PROPOSAL EMINENTLY SENSIBLE IF OBJECTIVE IS TO REACH THE BROADEST POSSIBLE CROSS SECTION OF AUSTRALIAN AGRICULTURAL COMMUNITY. IF TIME PERMITS, WILL PLAN TO HOLD LOCAL SHOWS IN SPECIFIC FARMING COMMUNITIES EN ROUTE TO THE MAJOR EVENTS.
BROWN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MELBOU01105
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740259-1151
From: MELBOURNE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740943/aaaabjzg.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 196140
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAR 2002 by maustmc>; APPROVED <30 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CCP PROJECT: AGRICULTURAL EQUIPMENT
TAGS: BEXP, AS
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005